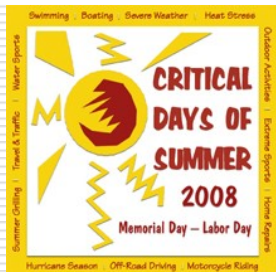


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# Fatal Factors: **Distraction**

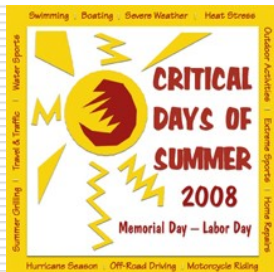


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# The Problem

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- ❑ Distracted driving is common.
- ❑ Hard to observe and measure.
- ❑ After single-car wrecks in which the driver was killed, police and investigators can only speculate about what happened.

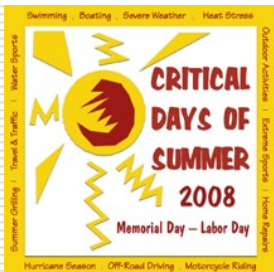


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# Types of Distractions

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- Recent distracted driving attention and research has concentrated on cell phones
- However, other distractions are more common and appear to contribute more to crashes.



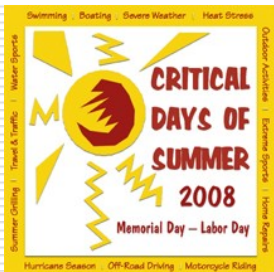
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# What Grabs Your Attention?

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Distractions that take away your attention away from driving include:

- ❑ something you see or hear,
- ❑ anything you do that isn't directly involved in driving (such as eating, adjusting the radio or playing a CD),
- ❑ mental activities (such as talking to passengers or on a cell phone).



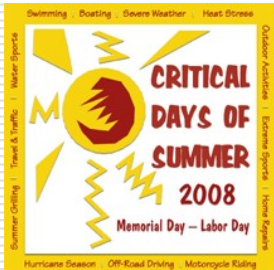
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Double click black box to run video

# More Tech = More Distractions

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- In-car television, vehicle location and route-finding systems, and other new technologies in vehicles create more potential distractions.



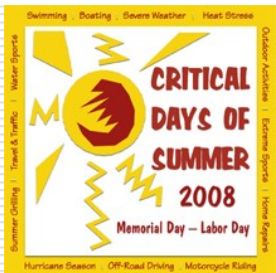
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# Data

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One survey found these common distractions during car trips:

- ❑ 81 percent talked to other passengers.
- ❑ 66 percent changed radio stations or looked for CDs or tapes.
- ❑ 49 percent ate or drank.
- ❑ 26 percent took incoming calls on a cell phone and 25 percent made outgoing calls.
- ❑ 24 percent dealt with children in the back seat.
- ❑ 12 percent read a map or directions.

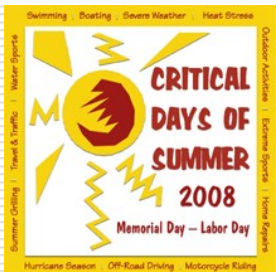


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# The Risk of Inattention

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- A recent study that monitored 100 drivers for a year, using specialized instruments, reported that nearly 80 percent of the 72 recorded crashes and 65 percent of the 761 near-crashes involved driver inattention just prior to the incident.



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